

Lesson Plans for Formal Letter Writing

Lesson Plan 1

Name of instructor	Ms. Munaza Akhter
Course title	Business Communication
Lesson title for the week	Formal letter writing (Business letter and types)
Lesson topic for the class	<ul style="list-style-type: none">• Format of a formal letter• Essentials of good business letter content• Sales letter
Number of students in class	30
Level	Intermediate to Advanced
Time	50 minutes

Lesson Objective:

Upon completion of this lecture students will be able to:

- a) Identify situations that require formal business letter writing
- b) Identify elements of a formal letter (block format)
- c) Understand essentials of good sales letter content
- d) Write sales letter

Before Class

Sample business letter format copies
Sample sales letter format copies
Business letter rubric copies

Home Task

none

Assessment

MENTIONED IN PERFORMANCE PART OF LESSON PLAN

BUSINESS LETTER BLOCK STYLE

FRIENDS AND NEIGHBORS 516 W. Iowa Street Dermott, AR 71638-2039 (870) 555-0183	Letterhead
December 7, 200- About 2 inches or 2 lines below letterhead	Date
↓ 4	
Mr. Alex P. Perkla Homemade Construction 571 S. Pecan Street Dermott, AR 71638-2225	Letter Address
↓ 2	
Dear Mr. Perkla	Salutation
↓ 2	
Thank you for helping to make this year's Friends and Neighbors Dinner a success.	Body
 The tables and benches your crews built, delivered, and set up were put to good use. Meals were enjoyed by 376 people who might otherwise have spent their holiday alone and hungry.	
 Homemade Construction has a positive reputation in the community. That reputation is well deserved.	
↓ 2	
Sincerely	Complimentary Close
↓ 4	
Chuck L. Fosgate, Chair Friends and Neighbors Dinner	Signature Lines
↓ 2	
Enclosures	Enclosure Notation

Sample Sales Letter

Home National Bank
902 Home Avenue
Portland, Oregon 97207

March 8, 2008

Mr. George W. Marlon
Boston Transit Authority
57 West City Avenue Boston, MA 02110

Subject: Magic Loans

Dear Mr. Marlon,

At this time, each year, everyone thoughts turn to vacation plans and home improvements. If you are considering a major recreational purchase or home improvement this year, you may want to find out about Magic Loans Home National Bank.

Magic Loans is loan that is made against equity that you have in your home. Magic Loans can be used to buy the car or anything you have always wanted. They can also be used for conventional FHA home improvement loans, such a private swimming pool. Of course, a Magic Loans does not have to be used only for recreational items. You may want to use money that is now equity to pay for college expenses for your children.

So if you have equity in your home and would like to talk with someone about the possibility of borrowing against that equity, please complete the postage-paid replay card included with this letter. Just drop it in the mail and a Home National Bank loan officer will call you to explain Magic Loans possibilities as well as to answer any question you may have. Let us help make your dream come true.

Sincerely,

Lesson Plan 2

Name of instructor	Ms. Munaza Akhter
Course title	Business Communication
Lesson title for the week	Formal letter writing (Business letter and types)
Lesson topic for the class	Inquiry Letter and Order Letter
Number of students in class	30
Level	Intermediate to Advanced
Time	50 minutes

Lesson Objective:

Upon completion of this lecture students will be able to:

- a) Understand what an Inquiry letter is and why it is written.
- b) Know essential elements of a good Inquiry letter.
- c) Understand what an order letter is.
- d) Know essential elements of an order letter.

Before Class

Sample business letter copies
Business letter rubric copies

Make students sit in pairs from the beginning of class

Preparation (10 minutes)

Teacher will remind students about sales letter they discussed in last class about selling a multifunctional pen.

Teacher will say let us now suppose that someone else is selling that pen and we want to buy it but we are not sure whether to buy it or not, so let's ask the seller a few questions before buying. What are the questions you will ask from seller of such a pen?

Think about this statement for a minute and then I will ask you for answers at the end

Teacher will ask from few students the questions they will ask the seller.

Objective: students will relate information of last lecture with the present lecture

Presentation (15 minutes)

Distribute sample inquiry letter among all students

Teacher talk/lecture:

- 1) Once you have received a sales letter or through other sources you get to know about a product that you want to order, you don't just right away buy it. You want to make sure it has all attributes that you are interested in buying. Therefore, inquiry letters are written.
- 2) What is an inquiry letter?
 - i) Inquiries about product features, quality and price.
- 3) Teacher will start discussing inquiry sample letter with students that is already distributed before teacher's talk.
- 4) Teacher will discuss the importance of to the point and clear inquiry about product and payment terms.

- 5) Then teacher will move to **Order Letter** and tell that order letter is written in response to inquiry letter (if satisfied with response of inquiry).
- 6) Order letter needs focused attention because inaccurate order letter may cause receiving of wrong order, faulted product and waste of money.
- 7) Order letter needs to express clearly what item is required, how many, what quality and what discount is expected.

Objective: Know essential elements of a good inquiry letter and know essential elements of an order letter

Practice (10 minutes)

Each pair of students will be given two copies of sample order letter and rubric that was distributed in last class

- Students will be instructed to read the sample letter and highlight strengths and weaknesses according to the rubric and mention them in margin area of letter.
- Teacher will keep looking at the students' performance while they are writing strengths and weaknesses in the margin and will discuss with each pair while moving around the class.

Objective: students will practice identification of strong and weak elements of a sales letter.

Performance (15 minutes)

Written quiz with following statement

Select a product you are familiar with and imagine that you are the manufacturer, trying to get a local retail outlet to carry it. Use your imagination to make up information about the product (information should seem realistic).

Your Task: write a letter to the owner or (manager) of the store, proposing that the item should be stocked in his/her store. Use the information you formed to describe some of the product's features and benefits to the store. Then make up some reasonable figures, highlighting what item costs, what it can be sold for, and what services your company provides (return of unsold items, free replacement of unsatisfactory items, necessary repairs, and so on).

Objective:

- **Students will express their learning and marked quizzes will equip them with a formal record of their learning about sales letter**

Home Task

none

Assessment

a) Quiz

SAMPLE INQUIRY LETTER

Sample Inquiry Letter

Better Widget Makers, Inc.

5555 Widget Avenue
Silver City, CO 80456

September 26, 2003

Mr. Russ Hamilton
Vice President, Sales and Marketing
Golden Bread Company
123 Loaf Street
Silver City, CO 80451

Dear Mr. Hamilton:

Construction on the new employee cafeteria at Better Widget Makers, Inc. is nearing completion and I am looking for a supplier capable of fulfilling our weekly bakery needs.

Do you have an information packet that would help me project the cost of doing business with your company? We will need daily deliveries of pastries, pies, dinner rolls and sandwich bread. Our facility operates 24/7, Monday through Friday, with a flextime workforce of 1,500 employees. To complete my operational budget I will need the following information:

- Wholesale price sheets
- Quantity cost breaks
- Annual contract discounts
- Delivery and or any other service charges.


To submit my proposal to the finance committee at their October 20th meeting I will need to receive your information by the 10th. I will also need to meet with you after reviewing the requested materials. Please call me for an appointment at your earliest convenience. My personal extension is 216-8080, # 29.

In keeping with long-standing policy we would like to place this contract locally. I look forward to working with you and am hopeful that the Golden Bread Company can fulfill our needs.

Sincerely,

Ida Mae Knott
Purchasing Agent

Exhibit 9.8
A Routine Order Letter



Maria Interiors, Inc
12, Andheri West
Mumbai - 400 012

July 1, 2001
Sylvania Office Products
B-27, Lajpat Nagar
New Delhi
Attention: Order Department

Dear Sir,

Please send me the following office supplies as listed and priced in your summer catalogue 91:

8 pkgs	D33E-886	Colour-coded files with heavy manila folders—letter size
4 boxes	D33E-276	Square box-files—capacity 2
24	D33E-3325	Large capacity 3-ring binders—letter size

Please charge these to the Maria Interiors account. I would appreciate quick delivery of these items. Please ship by the fastest freight available.

Sincerely,
Akshay Sharma
Office Manager

Exhibit 9.9
A "Yes" Reply to a Routine Order

Sylvania Office Products
B-27, Lajpat Nagar
New Delhi

July 12, 2009
Mr Akshay Sharma
Office Manager
Maria Interiors, Inc.
12, Andheri West
Mumbai - 400012

Dear Mr Sharma,

The following items were shipped to you today by Worldwide Express, rush service:

8 pkgs	D33E	Colour-coded files with heavy manila folders—letter size
24	D33E-3325	Large capacity 3-ring binders—letter size

Enclosed is the invoice for Rs 4,000, which includes sales tax. Your order for four boxes of square box-files—2 in capacity (D33E - 276) should reach you within 14 days, also by Worldwide Express. Because of the great popularity of these durable, high-capacity hole punchers, they are currently out of stock. A shipment from the supplier is due shortly, and when it arrives, we will fulfil your order immediately.

Thank you for your order, and please let me know if I can be of service in the future. For your convenience, I am enclosing a preview copy of the new catalogue, No. 107, which will be mailed to our customers in early December.

Sincerely,
Rajesh Bhatia
Sales Manager
RB:rb

Encl. : Catalogue No.107
: Invoice

Lesson Plan 3

Name of instructor	Ms. Munaza Akhter
Course Title	Business Communication
Lesson title for the week	Formal letter writing (Business letter and types)
Lesson topic for the class	Letter types Claim/complaint and adjustment letters
Number of students in class	30
Level	Intermediate to Advanced
Time	50 minutes

Lesson Objective:

Upon completion of this lecture students will be able to:

- a) Know what a claim letter is.
- b) Understand essentials of an effective claim letter.
- c) Know what an adjustment letter is.
- d) Understand elements of an effective adjustment letter.

Before Class

Sample business letter copies

Make students sit in pairs from the beginning of class

Preparation (10 minutes)

- Ask students about inquiry and order letter
- Then tell them the following scenario:

Small situation

You ordered 100 T shirts for sports league, 20 of them are of wrong size and wrong color, in your opinion

- How would you inform your seller about the mistake in received order?
- What are the elements you will take care of? Will you reflect your anger and frustration as the league is approaching?

Think about it for 2 minutes (you may discuss with your pair member) and then I will ask from different students

Objective: students will remember their previous knowledge related to inquiry and order letter and will be able to relate that information with present topic, which will help them in understanding present topic effectively.

Presentation (25 minutes)

Distribute claim/complaint letter copies

Teacher talk/lecture:

- 8) What is a ***claim/complaint*** letter?
 - a. Informing about fault in received order.
- 9) Teacher will start discussing claim/complaint sample letter with students that is already distributed before the beginning of teacher lecture/talk.
- 10) Teacher will discuss the importance of to the point and clear information about default product to the seller.
- 11) Teacher will also mention importance of courtesy despite having a complaint.

At this point sample *adjustment Letter* will be distributed among students

- 1) Then teacher will move to adjustment Letter and tell that adjustment letters are written in response to complaint letters.
- 2) Adjustment letter can be replied with Yes (to accept mistake and fix it) or No (to explain why it is not sender's/seller's fault) and that the claim is unjustified.

- 3) In all cases in an adjustment letter courtesy and polite tone is maintained.
- 4) Teacher will discuss sample adjustment letter with students.
- 5) Teacher will discuss how a No response to claim is a disappointing letter and therefore should be written with a lot of care to not offend the receiver and one must sound accommodating.
- 6) Strong points of sample letter will be discussed.

Objective: students will learn tactics to smartly report a claim and to respond to a claim in the form of an adjustment letter.

Practice (10 minutes)

Write an adjustment letter refusing a complaint

Activity Statement

Amtex Internet Provider is a leading internet provider of the country and is recognized for its quality products and efficient service. The company tests all the products before they leave for selling. Internet Wireless Hub Model 1234 is one of your most sold items and for this model your company has not received any complaint except for a few repair requests due to customers' mistake of mishandling the device. But now you have received a complaint letter from Mr. Jameel Khan asking for an exchange of Wireless Hub Model 1234.

Your task: As Sales Manager of Amtex Internet Provider, write a letter to Mr. Jameel Khan refusing his claim for exchange of wireless hub model WMZ321. But make sure your letter is polite in its tone and accommodates its customers in some form so that you don't lose the customer for future because Amtex values every single customer of its products

Objective: students will practice writing an adjustment letter, with negative response, tactfully and smartly.

Performance (5 minutes)

- 1) Peer checking of adjustment letter in the view of rubric.
- 2) Teacher will move around class to review each student's marking of their fellow's work and provide his/her input where necessary.

Objective:

Students will have an informal record of their learning of the very topic.

Home Task

none

Assessment

- a) Peer review under teacher's guidance
- b) Marked quizzes of previous class will be handed back to students with improvement comments.

Complaint letter sample

BUSINESS LETTER COMPLAINT

New York, May 12, 2011
No: XXI/complaint letter PD/VII/2011
Subject: Damaged Goods Complaint
Lamp :-
Dear :
SUNRISE Ltd.
Green street
New York

Dear Sirs ,

We hereby inform you that there are some items that we received our order in a damaged condition . The following is a list of the damaged items and a description of the damage :

No. No. Description Qty . Letter Remarks

1 Rectangular Dining Table Dimensions 180x180x 75 cm 1 XVI/SJ-PO/AJM/VII/2011 There are 4 wooden slat off without tapping screws

2 Place 3 XVI/SJ-PO/AJM/VII/2011 Newspapers and Magazines Canvas galvanize torn and faded

3 Desk Phone XVI/SJ-PO/AJM/VII/2011 Part 2 feet cracked and loose connection with the table top

4 TV Cabinet 1 Glass XVI/SJ-PO/AJM/VII/2011 cracks along the 30 cm and the handle does not match the order

We have sent some photos via email that shows the condition of the damaged goods . Please remember to follow-up on schedule imminent stuffing .

Similarly, the letter claims we made in the hope of an improvement in the quality of goods and packing system security so that future does not happen the same problems .

For your attention and good cooperation we thank you

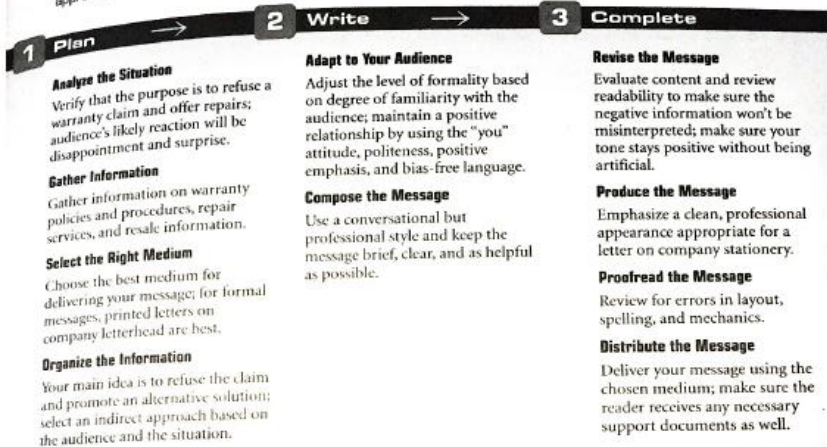
Sincerely,
DIAMOND Ltd.

Manda Flow
Purchase dept

Adjustment letter sample (Negative response)

FIGURE 9.5 Effective Letter Refusing a Claim

Daniel Lindmeier, who purchased a digital video camera from Village Electronics a year ago, wrote to say that the unit doesn't work properly and to inquire about the warranty. He incorrectly believed that the warranty covers one year, when it actually covers only three months. In this response, Walter Brodie uses the indirect approach to convey the bad news and to offer additional helpful information.



WORLD'S ONE IN ENTERTAINMENT
Village Electronics
www.1(214)751-1212 • Fax: (214) 779-1338

May 2, 2009

My Daniel Lindmeier
948 Cedar St.
Lake Elmo, MN 55042

Dear Mr. Lindmeier:

Thank you for your letter about the battery release switch on your JVC digital camera. Village Electronics believes, on your part, that electronic equipment should be built to last. That's why we stand behind our products with a 90-day warranty.

Even though your JVC camera is a year old and therefore out of warranty, we can still help. Please package your camera carefully and ship it to our store in Hanover. Include your complete name, address, phone number, and a brief description of the malfunction, along with a check for \$25 for an initial examination. After assessing the unit, we will give you a written estimate of the needed parts and labor. Then just let us know whether you want us to make the repairs—either by phone or by filling out the prepaid card we'll send you with the estimate.

If you choose to repair the unit, the \$25 will be applied toward your bill, the balance of which is payable by check or credit card. JVC also has service centers available in your area. If you would prefer to take the unit to one of them, please see the enclosed list.

Thanks again for inquiring about our service. I've also enclosed a catalog of our latest cameras and accessories, in which you'll find information about JVC's "Trade-Up Special." If you're ready to move up to one of the newest cameras, JVC will offer a generous trade-in allowance on your current model.

Sincerely,
Walter Brodie
Walter Brodie
Customer Service Manager

Enclosures: List of service centers
Catalog

Buffers the bad news by emphasizing a point the reader and writer both agree on

States bad news indirectly, tactfully leaving the repair decision to the customer

Closes by blending sales promotion with an acknowledgment of the customer's interests

Puts company's policy in a favorable light

Helps soothe the reader with a positive alternative

Rubric for Business Letter Writing

Task Description: (Teacher may explain specific assignment in this space.)					
Criteria	weight	4 – Exemplary	3 – Accomplished	2 – Developing	1 – Beginning
Organization	25%	<input type="checkbox"/> Accurately uses correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)	<input type="checkbox"/> Mostly uses correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)	<input type="checkbox"/> Some noticeable errors in use of correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)	<input type="checkbox"/> Several noticeable errors in use of correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)
Content	25%	<input type="checkbox"/> Letter clearly states the purpose <input type="checkbox"/> Appropriate explanations or facts used to support the main idea <input type="checkbox"/> Easy to follow <input type="checkbox"/> Tone is appropriate for intended audience	<input type="checkbox"/> Letter clearly states the purpose <input type="checkbox"/> Some explanations or facts used to support the main idea <input type="checkbox"/> Somewhat hard to follow <input type="checkbox"/> Tone is generally appropriate for intended audience	<input type="checkbox"/> Purpose of letter is unclear <input type="checkbox"/> More explanations or facts need to be used to support the main idea <input type="checkbox"/> Hard to follow <input type="checkbox"/> Tone is too formal or too informal for intended audience	<input type="checkbox"/> Purpose of letter is unclear <input type="checkbox"/> Main idea is not supported by explanations or facts <input type="checkbox"/> Letter rambles; hard to follow or understand <input type="checkbox"/> Tone is inappropriate for intended audience
Appearance	25%	<input type="checkbox"/> Typed, using correct spacing, font, and format	<input type="checkbox"/> Letter typed with few problems in spacing, font, or format	<input type="checkbox"/> Letter typed with frequent problems in spacing, font, or format	<input type="checkbox"/> Letter not typed; wrong format used and hard to read
Language Usage	25%	<input type="checkbox"/> Accurate use of punctuation and grammar <input type="checkbox"/> No spelling errors	<input type="checkbox"/> One or two mistakes with punctuation or grammar <input type="checkbox"/> One or two spelling errors	<input type="checkbox"/> More than two mistakes in punctuation or grammar <input type="checkbox"/> More than two spelling errors	<input type="checkbox"/> Incorrect use throughout the letter of punctuation or grammar <input type="checkbox"/> Frequent spelling errors distract from letter

References for lesson plan 1

1- Teacher talk material taken from:
Business Communication –Concepts, Cases and Applications, 2nd Edition. Page 129-138.

2- Block letter taken from following link

<http://reptileshopbirmingham.com/8-full-block-style-business-letter-format/>

3- Sample sales letter taken from following link

<https://www.template.net/business/letters/sales-letter/>

References for lesson plan 2

1- Teacher talk material taken from:
Business Communication –Concepts, Cases and Applications, 2nd Edition. Page 129-138.

2- Sample Inquiry letter taken from following link:

https://www.google.com/search?biw=1920&bih=966&tbm=isch&sa=1&ei=KmMoXbKLPMGb1fAP1a672AE&q=sample+inquiry+letter+better+widget+makers&oq=sample+inquiry+letter+better+widget+makers&gs_l=img.3...33591.37090..37204...0.0..0.247.3948.0j13j7.....0....1..gws-wiz-img.....0j0i30j0i8i30.hqPfLETCJ0Q#imgrc=mSo0yI7fgI2isM:

3- Sample order letter taken from:

Business Communication –Concepts, Cases and Applications, 2nd Edition. Page 134.

References for lesson plan 3

1- Teacher talk material taken from :
Business Communication Today, 10 Edition by Bovee, Thill, and Chatterjee, Page 245-255.

2- Sample claim letter taken from following link:

<https://www.google.com/search?biw=1920&bih=966&tbm=isch&sa=1&ei=UWMoXbaLNZ->

O1fAPmMe6wAo&q=business+letter+complaint&oq=business+letter+complaint&gs_l=img.3..014j0i8i30l6.455747.459780..459947...0.0..0.298.5233.0j10j14.....0...1..gws-wiz-img.....0i67j0i24.IEHwoe1MVKs#imgrc=1C4LaeToiab8M:

3- Sample Adjustment letter taken from:
Business Communication Today, 10 Edition by Bovee, Thill, and Chatterjee, Page 254.

Business Letter Rubric Reference

Business letter rubric published by Texas Education Agency, 2006.